



United States  
Environmental Protection Agency

*Link  
your  
business  
to a  
nationally  
recognized  
brand.*



## ENERGY STAR®... Your Market Advantage!

**Few companies can profit from helping their clients make decisions that are good for the environment and for business. ENERGY STAR can help you be one of them.**

ENERGY STAR provides a market advantage for service and product providers. Partnering with ENERGY STAR provides you with tools and resources you can use to bring value to your customers and more sales to your organization. If you provide energy performance improvement services or products for commercial buildings, join the partnership and become part of a network of participants increasing environmental stewardship.

**Help your clients understand the value of improved energy performance and its impact on their bottom line.**

### Partnership advantages include:

- **Credibility:** Link your business to a powerful brand. Use the ENERGY STAR logos on marketing materials to promote your partnership.
- **Visibility:** Become listed on the Web-based ENERGY STAR Service and Product Provider Directory.
- **A pre-qualified list of customers:** Gain access to a network of organizations pursuing energy performance upgrades.
- **Identify projects and set performance goals:** Rate the energy performance of buildings using EPA's energy performance rating system.
- **Justify projects in powerful financial terms:** Use our financial value tools like QuikScope & Financial Value Calculator.
- **Set energy performance goals for new buildings:** Use Target Finder for new building design.
- **Demonstrate project success:** Receive the ENERGY STAR Label for qualified buildings.
- **Leadership recognition:** Take advantage of opportunities to be featured on the ENERGY STAR Web site through success stories, building profiles, articles, and ENERGY STAR Awards.

#### *Hospitals*

*Each dollar saved in energy costs is equivalent to generating new revenues of \$20 for hospitals, or \$10 for medical offices and nursing homes.*

#### *Hotels*

*A 10% reduction in energy costs is equivalent to increasing Average Daily Room Rate by \$0.62 for limited service hotels and \$1.35 for full service hotels.*

#### *Office Buildings*

*Saving 30% of energy costs in a commercial office building is equivalent to increasing the net operating income by 5%, which would support a 5% increase in asset value.*

#### *Supermarkets*

*For the average supermarket, reducing energy costs by 10% is equivalent to increasing sales per square foot by nearly \$42.*

**Join the ENERGY STAR partnership today!** Just sign the Partnership Agreement stating your commitment to energy efficiency and complete a template to get listed on the Web-based Service and Product Provider Directory. It's that easy!



**Contact  
Information:**

**ENERGY STAR  
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1-888-STAR-YES

**ENERGY STAR  
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[www.energystar.gov](http://www.energystar.gov)

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**ENERGY STAR Features**

**Service and Product Provider Directory**

Get listed on the ENERGY STAR Service and Product Provider Directory to increase your credibility and visibility. This online, searchable directory maintains information about all service and product provider partners in ENERGY STAR. It is used by building owners and managers when they seek the services and products you provide.

**Directory of Professional Engineers**

Use the online ENERGY STAR Directory of Professional Engineers (PEs) to search for PEs that can perform verifications for buildings that have applied for the ENERGY STAR label.

**EPA's Energy Performance Rating System**

Use EPA's energy performance rating system to find new sales opportunities and to enhance the measurement and verification services you already provide. This system is part of Portfolio Manager, an online tool for tracking and evaluating the energy performance of buildings over time. You can use this unbiased scoring system to benchmark energy performance for one or multiple buildings in a portfolio.

**Financial Value Calculator**

Investments in energy performance can have a favorable impact on profit margins, earnings per share, and ultimately, shareholder value. The Financial Value Calculator presents energy investment opportunities using key financial metrics managers need to convey the message of improved energy performance to customers. Learn how to preload the calculator with customized information to make powerful presentations.

**QuikScope**

For the commercial real estate market, QuikScope calculates how energy savings can impact net operating income (NOI) and asset value. This innovative software allocates the costs and benefits of energy performance upgrades between tenants and owners. It then calculates how cost recovery strategies can leverage energy savings into higher NOI and asset value.

**Delta Score Estimator**

A tool to identify the relationship between the percent energy saved in a building and the energy performance rating score of a building. The Delta Score Estimator can estimate a new energy performance rating by entering a percent reduction in energy use or given a target energy performance rating, estimate the percent energy reduction needed to move from an existing to a target energy performance rating.

**Target Finder**

Target Finder is an online tool that allows you to set an energy performance target when designing new buildings. It takes assumptions and modeling to a higher level by comparing the design energy performance data to the actual performance of similar buildings.

**Case Studies**

Highlight your organization on the ENERGY STAR Web site by submitting building profiles or success stories discussing how you applied ENERGY STAR tools and resources. ENERGY STAR partners use these profiles to identify successful service and product providers.

**Energy Management Planning Assistance**

Developing a new energy management plan or improving an existing energy management plan with your customer gets you inside their business. ENERGY STAR has resources to make it easy for you to help your customers generate an strategic energy management plan.

**Building Manual**

Use this manual to help identify potential projects and prioritize investments for your clients. The Building Manual is a Web-based technical resource (downloadable in PDF format) that provides a comprehensive and strategic approach to upgrades in new and existing buildings. The strategy is based on a formula for success that includes forming the right teams, using a sound technical approach, and communicating results.

[www.energystar.gov](http://www.energystar.gov)